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US005963916A

United States Patent [19]

Kaplan

NETWORK APPARATUS AND METHOD FOR PREVIEW OF MUSIC PRODUCTS AND

Assignee: Intouch Group, Inc., San Francisco,

This patent is subject to a terminal dis-[*] Notice: claimer.

[21] Appl. No.: 08/741,915

Oct. 31, 1996 Filed:

Related U.S. Application Data

COMPILATION OF MARKET DATA [75] Inventor: Joshua D. Kaplan, Berkeley, Calif.

Continuation-in part of application No. 08/668,327, Jun. 26, 1996 abandoned, which is a continuation of application No. 08/152,153, July 28, 1994, abandoned, which is a continuation of application No. 03/035,661, Mar. 23, 1993, abandoned, which is a continuation of application No. 07/957, 444, Oct. 6, 1992, Pat. No. 5,237,157, which is a continuation of application No. 07/582,253, Sep. 13, 1990, ubandoned. ubandoned.

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.... 705/26 U.S. Cl.

Field of Search 235/462; 705/10, [58] 705/26, 27

[56]

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Primary Examiner—Emanuel Todd Voeltz Assistant Examiner-Alexander Kalinowski Attorney, Agent, or Firm-Dergosits & Noah LLP

ABSTRACT

A system for on-line user-interactive multimedia based point-of-preview. The system provides for a network web site and accompanying software and bardware for allowing users to access the web site over a network such as the internet via a computer. The user is uniquely identified to the web site server through an identification name or number The hardware associated with the web site includes storage of discrete increments of pre-selected portions of music products for user selection and preview. After user selection, a programmable data processor selects the particular prerecorded music product from data storage and then transmits that chosen music product over the network to the user for preview. Subscriber selection and profile data (i.e. demographic information) can optionally be collected and stored to develop market research data. Since the system provides for multiple embodiments, the system contemplates previewing of audio programs such as music on compact discs, video programs such as movies and text from books and other written documents. Furthermore, it is contemplated that the network web site can be accessed from a publicly accessible kiosk, available, e.g. at a retail store location, or from a desk top computer.

18 Claims, 82 Drawing Sheets

